

PAY-SEE TV-CINEMA COMBINATIONS?

CFAwards Given By Brockington

Presentation of the Canadian Film Awards, made last week in the Hunting Room of Toronto's King Edward Hotel, was a very enjoyable occasion—thanks largely to Leonard W. Brockington, QC, CMG. Mr. Brockington, asked to hand out the certificates, preceded

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Invite Dignitaries To Stfd. Opening

Distinguished representatives of government, the clergy and the arts will attend the dedication of the new permanent theatre of the Stratford Shakespearean Festival on Sunday, June 30, the day before the opening in the new building of the Festival's fifth annual drama

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'UNLIMITED OPPORTUNITY' FOR EXHIBITORS, SAYS BALABAN

If pay-TV does come — and Barney Balaban and others insist that it is inevitable — what is the theatre operator's relationship to it? Telemeter, the Paramount system boosted by Balaban and franchised in this country to Famous Players, seems

Hollywood Producers Welcome Leo Dolan

The new Canadian Consul General at Los Angeles, Leo Dolan, who headed Canada's government tourist bureau for many years, was the guest of honor at a luncheon given by the Association of Motion Picture Producers at the Paramount Studios last week.

Steve Broidy, president of Allied Artists and vice-president of AMPP, was the chairman.

Among the guests were top studio executives, international department heads, studio publicity directors and Hollywood representatives of the Canadian press. Alfred Corwin, Motion Picture Association of America official and Hollywood co-ordinator of the Canadian Co-operation Project, was also present.

Gananoque Drive-In

Drive-in theatre under construction at Gananoque, Ontario, by George Delaney, exhibitor there, may be open in July.

to be the only one that gives him a connection with it. Telemeter recently issued a printed Memo aimed at theatre operators, which asks: "What can Telemeter offer the exhibitor?" Here is part of the answer:

"Telemeter offers the exhibitor an unlimited opportunity to get into television with both feet. With Telemeter the exhibitor will have an opportunity to expand the walls of his theatre so that a great number of people may see the shows that he has to offer and with Telemeter he will have the opportunity to increase the convenience of his

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18 U-I Features Being Produced

With the start of shooting on five features, the number in production at Universal-International since the beginning of the year is now 18, Edward Muhl, studio vice-president, revealed last week. Canadian distributor of U-I product is Empire-Universal Films Limited.

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Consolidated's Net

Net profit of Consolidated Theatres Limited, Montreal, was up to \$166,072 for 1956 compared to 1955's \$129,474. Although TV and the product shortage are still having an adverse effect, President Arthur Hirsch said, movies are fighting back with better pictures.

SEVEN WOMEN JOIN PQ PIONEERS

Seven women and two men were inducted into the Quebec branch of the Canadian Picture Pioneers at the recent annual meeting in Montreal, at which Phil Maurice was elected president. The ladies are Rae Pellatt, Empire-Universal; Belle Corber, MGM; Eileen V. Brennan, Warner Bros.; Mrs. Anita LaPensee, Empire-Universal; Muriel Goulet, Loew's Theatre; Josephine Arie, Outremont Theatre; and Noreen Brown, Palace Theatre. The men are Robert Shepherd, Alouette Theatre, and John C. Sperdakos, United Amusements.

It could be that all the lady members are in the Quebec branch. Ontario had three at one time but has none at the present.

TWO NEW ONTARIO COMPANIES

Letters Patent of Incorporation have been issued by the Province of Ontario during May to two new companies by the Deputy Provincial Secretary under The Corporations Act, 1953.

Names connected with the incorporation of the first company, Maple Leaf Theatre Company of Canada Limited, are F. H. Little and M. T. J. Morrissey, solicitors; and Verona May Thomson, Norma Elaine Low and Margaret Emma Barker, secretaries, all of London, Ontario. The firm, which has an authorized capital of 800 preference shares with a par value of \$50 each and 4,000 common shares without par value, has been set up "To establish, maintain and operate a permanent Canadian repertory theatrical company."

Those connected with the incorporation of the second company, Music Fair Limited, are J. A. Renwick, J. C. Lyons, J. D. Stevenson, H. B. Mayer and J. G. Torrance, solicitors, all of Toronto. Music Fair has an authorized capital of 10,000 non-voting preference shares with a par value of \$10 each and 10,000 common shares without par value and was established "To acquire, produce, manage and present in any medium productions in all fields of entertainment, including musicals, dramas, comedies, opera, ballet, revues and carnivals."

Short Throws

WINNERS of top cash awards in the second lap of UA's "Prize Twelve" Playdate Contest, open to all the company's bookers and salesmen in Canada and the USA, were Harry Woolfe of the Vancouver branch and Bert Cooper of the Calgary exchange. Woolfe was one of the top three salesmen and Cooper and two others led all bookers.

SERIES of four one-hour color films on science will be made by Warner Bros. for the Bell Telephone System under an agreement signed by the two companies recently in Hollywood. To be used for TV and schools, the films are an addition to four in the same series already completed by Warners. Two of the earlier four—Our Mr. Sun and Hemo, the Magnificent—have already been shown on TV.

E. V. GRAVELLE, veteran projectionist, was the subject of a story by James Purdie in The Journal, Ottawa. Gravelle, now 62 and working in the Empress, Kemptville, says he held projectionists' licence No. 1 in Ontario and that the showing of Birth of a Nation at the Ottawa exhibition in 1913 caused the Province to set up a two-man censorship board. During WWI he travelled across Canada for National Defence, showing war films in halls and other places where an audience could assemble.

DISTRIBUTION of the full-length color feature made during the recent London visit of the Bolshoi Ballet Company will be handled in Canada by Rank Film Distributors of Canada Limited. In Eastman

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GOING TO LONDON FOR VCI CONVN? SEE DAN KRENDEL

A number of members of Tent 28, Toronto, Variety Clubs International, have already indicated their intention of attending the next convention, which will take place in London, England, April 22-25 inclusive. Host tent is the Variety Club of London, Tent 36. The Variety Club of Buffalo suggested

joining Toronto in chartering a special plane. First Assistant Chief Barker Dan Krendel of Famous Players, co-ordinator of transportation and reservations for Tent 28, urges Toronto barkers to contact him as soon as possible. The London tent promises one of the finest conventions in the history of Variety.

Pay-See TV-Cinema

(Continued from Page 1)



LORD RANK

J. Arthur Rank, founder and head of The Rank Organization, was among 2,600 Britons honored by the Queen on her birthday. He became Lord Rank, with a seat in the House of Lords.

Richard Quine To Direct

Richard Quine will direct Columbia's *The Roses*.

18 U-I FEATURES

(Continued from Page 1)

The production spurt is the biggest since last July.

With the currently filming *The Female Animal* and *The Amazons* scheduled to shoot through most of June, U-I will have seven pictures simultaneously in production during the latter part of the month.

Two of the new starters are *Christmas in Paradise*, a color production starring Dan Duryea, Jan Sterling, Patty McCormack and Mary Fickett, which is being produced by Sy Gomberg and directed by Jack Sher; and *Summer Love*, teen-age musical starring John Saxon, Judy Meredith and Jill St. John and being directed by Charles Haas for Producer William Grady, Jr.

Next to go will be *The Big Beat*, musical starring William Reynolds, Andra Martin, Jeffrey Stone and Gogi Grant and featuring many of the nation's top musical personalities in specialty numbers. It will be produced and directed by Will Cowan.

This will be followed by two of the studio's biggest 1957 productions, *Raw Wind in Eden*, previously titled *The Islander*, and *The Western Story*, both of which will be filmed in color and Cinema-Scope. Esther Williams, Jeff Chandler and Rosanna Podesta will star in *Raw Wind in Eden*, to be shot partially in Italy with Richard Wilson directing for Producer William Alland. Jock Mahoney will star in *The Western Story*, which Howard Christie is producing and George Sherman directing, with exteriors to be shot in Mexico.

present method of presentation by allowing a part of his audience to stay at home and at the same time buy his current films. All of this is made possible through an electronic boxoffice called a Telemeter which operates with any kind of an existing set."

Exhibitors would become franchise holders and take charge of installation, etc. in their localities and would become the distributors of all the highest quality entertainment available through television.

"Today as an exhibitor you are limiting yourself program-wise to motion pictures," the Memo says. "The good ones do fine and those less good, not so good. You are also limiting yourself gross-wise as far as good pictures are concerned, the limit being the number of seats in your theatre (nowadays the limitation is usually only a problem with the very good pictures). Tomorrow, you as an exhibitor, might expand as follows . . .

You would book not only movies for your town and for your neighborhood but also fights, football and baseball, night club acts, etc. and you would exhibit these various kinds of programs not only in your theatre but also over the air via a Telemeter system that you and your theatre would be part of."

What the financial arrangements are or what kind of deal would prevail isn't indicated.

Meanwhile production companies and TV networks are divided on the matter of pay TV. In the USA leading exhibitor organizations are opposing it. In Canada the Theatre Owners Association of Quebec made its opposition known to the Royal Commission on Broadcasting. While waiting for the Federal Communications Commission of the USA to allow or forbid pay-see TV over an air link Telemeter is going ahead with a closed-circuit system using cable, which is outside FCC authority. In Canada Telemeter can probably use both the air and cable, since the opinion is held in private and government circles that pay-see TV is "private broadcasting" under "The Broadcasting Act."

Pay-see TV hasn't come up in Parliament but the USA Congress is being asked to ban it as a "new tax" by Senator Thurmond of South Carolina.

Balaban's report to Paramount shareholders recently called Telemeter, which collects through a coin-box attachment on the TV set, "the only cash system that has been proposed." Said he: "It can offer programs at prices varying in multiples of 5c from a nickel upwards. Its mechanism provides an accurate record of every home that saw the program. Through an additional channel called 'The Barker' information about the pro-

gram is made available to the prospective viewer. The home viewer's coins need not be the exact amount since a device called 'Credit Storage' provides the means to credit the customer with overpayment, such credit being applicable to the next few shows he buys."

In Canada the system belongs to Trans-Canada Telemeter Limited, of which E. E. Fitzgibbons is the president.

The other systems are Phonevision, offered by Zenith Radio of Chicago, and Subscriber-Vision, which belongs to Skiatron Electronics.

Phonevision is a name derived from Zenith's original experiments with broadcasts over phone wires. Zenith's decoder is a small box with five dials. The subscriber periodically receives a program card containing a series of five numbers applicable to his set and each pay program. If he chooses to unscramble a program, he would turn the dials on his box according to the five numbers on his card. At the end of each month he would return his card and would be billed according to the cost and number of pay programs he had seen.

A Skiatron customer would regularly receive an IBM printed-circuit card on which would be the names and costs of programs to be broadcast. The card would be inserted into a small box attached to the TV set and when the customer depressed a key on the box, the circuit would be closed and the program would be unscrambled. The customer would mail the card to the company and be billed.

All three systems work, it has been agreed. It is entirely likely that pay-see TV will get its chance, since most of the press thinks it should. Whether the public will support it is still to be seen.

City-wide cable distribution of feature films to home owners is being set up by Video Independent Theatres, Inc. in Bartlesville, Oklahoma and three program channels will be offered in mid-August. The Video company also operates a circuit of theatres.



IT is interesting to speculate as to what might have been the course of our business in the past few years if there had been no divorcement of production and exhibition in the United States.

It seems reasonable to assume that the so-called Big Five would not have curtailed production to the same extent, since it would have been necessary for them to assure a regular flow of films to the theatres which they owned and operated in order to protect their multi-million dollar investments in property and leases. As theatre operators and film creators trading with each other, it is open to question whether they would have exacted the kind of terms for their attractions that have since set high levels for film rentals—a situation as onerous for some theatres as the shortage of product. A by-product of divorcement was bidding, which is responsible in its own way for new high film rentals.

Production of a larger number of films would have required the continued building up of new and younger players and stars, as opposed to the practice of eliminating contract players, which came into effect. This, in turn, resulted in the eventual dependence on a handful with proven boxoffice draw. Lack of new names undoubtedly made the bidding for the established ones that much more intense and raised the prices of such talent to a point where production costs became untenably high. This again resulted in further demands for higher film rentals and the taking shape of an inflation spiral.

One may readily assume that film companies owning chains of theatres could easily have resisted either the temptation or the demand of their shareholders to sell old films to TV—a stroke which our entire business may some day live to regret. It is yet to be proven that this move may not have a lasting derogatory effect on the motion picture theatre business. It is unlikely that anyone will seriously propose that this has helped.

Perhaps the instigators of the pressures which resulted in divorcement are now well satisfied. They did a good job. May-

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FILM AWARDS

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that duty with a casual commentary on things Canadian. It was poetic, sentimental, humorous and inspiring and it made it a worthwhile afternoon for other than the winners. The occasion, he said, "was the culmination of a magnificent if modest effort" and he urged those present to "do all you can to contribute to the social and artistic history of Canada."

Brockington was thanked by W. R. Carroll, immediate past president of the Canadian Association for Adult Education, one of the sponsors of the Awards. He was introduced by Charles Topshee, director of the Canadian Film Institute, Ottawa, who was joint chairman with Arthur Chetwynd of Toronto, president of the Association of Motion Picture Producers and Laboratories of Canada.

Others at the head table were Dr. Roby Kidd, Toronto, director of the Canadian Association for Adult Education and a member of the CFA management committee; Neil LeRoy, Toronto, president of the Canadian Council of Authors and Artists; Walter Herbert, Ottawa, director of the Canada Foundation and chairman of the Canadian Film Awards; Guy Roberge, Montreal, Government Film Commissioner and chairman of the National Film Board; C. S. Band, Toronto, a member of the NFB's Board of Governors; and Mark Plottel, president of the Canadian Motion Picture Distributors Association.

Prelude to Spring, which won the AMPPLC trophy as the best amateur film, was screened, as were several of the commercials made by students in the Associated Screen News workshop. The latter films followed a description of workshop activities by Murray Briskin, ASN managing director.

Canada's best known production executives were on hand, since the presentations were made at the luncheon which concluded the quarterly meeting of the AMPPLC. Among them were Spence Criley, Calgary; Alberts Jekste, St. John's, Newfoundland; Lew Parry, Vancouver; Harry Gutkin, Winnipeg; Mr. and Mrs. F. R. Crawley and Graeme Fraser, Ottawa; and Pierre Harwood, Don Mulholland, Michael Spencer, Arnold Hague and Gordon Sparling, Montreal.

The names of the winners of the Awards were given in the last edition of this paper. Some were accepted personally and the rest by others for the winners.

'Escape From San Quentin'

Sam Katzman has signed Johnny Desmond for the lead in *Escape From San Quentin*.

Whitmore Added To 'Deep Six'

James Whitmore has been added to the starring cast of Warners' Alan Ladd film, *The Deep Six*.

OUR BUSINESS

(Continued from Page 2)

be some of them are no longer in our business but the extent of the error should now be apparent to all. There must be some way to rectify it. Theatre circuits should be permitted to produce and distribute films if they want to and, indeed, should be encouraged. While the situation does not directly affect our business in Canada there have certainly been indirect disadvantages to the extent that we can hope for a change in present conditions. Maybe they cannot put Humpty-Dumpty together again but perhaps something can be done to create a new one.

Blue Sheet Dropped; Little Exhib Interest

Canadian Estimates of Entertainment Films, known as the Blue Sheet and carrying approval of films by leading women's organizations, has been dropped by the Canadian Motion Picture Distributors Association. The cost was considerable for the 20,000 copies sent out by the organizations listed on the Blue Sheet, which intended them for posting and distribution in lobbies, libraries and other places.

Short Throws

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Color and wide screen, the film was produced by Captain I. R. Maxwell, MC, in the two theatres in which the company was performing, directly following their evening shows, and captures on film the actual presentation as seen by theatre audiences. Galina Ulanova, the prima ballerina, dances the complete version of *Giselle* and *The Dying Swan* and there are scenes from *Ivan Susanin*, *The Swan Lake*, *The Fountain of Bakhchisarai* and *Faust*.

ADDITIONS to the Adult Entertainment list of the Ontario Board of Censors include *The Big Caper*, *The Brothers Rico*, *The Burglar*, *Garment Jungle*, *Hooked*, *The Little Hut*, *Monkey on My Back*, *Rebel Girls*, *The Strange One*, *Town on Trial*, and *Untamed Youth*.

VETERAN of more than 30 years in executive posts in the film industry, including president of Paramount, and for the last two years head of his own firm, Artists-Producers Associates, Inc., Alfred W. Schwalberg has joined the executive staff of National Telefilm Associates, Inc. of New York. His duties will include overall management activities and responsibility for NTA Pictures, the theatrical distribution subsidiary.

Fox-Canada To Offer Own 16 Mm. Nov. 1

Twentieth Century-Fox will begin the sale of its 16 mm. films in Canada on November 1, on which date the second of two five-year franchises with General Films ends. No special sales structure will be established for the sale of the 500 features to be marketed, says Peter Myers, Canadian general manager. They'll be handled by the regular sales staff in every territory.


Some military establishments and institutions will get 16 mm. versions closer in the time of their release as 35 mm. features than others.

Odeon Acquires BC Skyview Drive-Ins

The Skyview Drive-ins at Kamloops and Vernon, British Columbia, have been purchased by The Odeon Theatres (Canada) Limited from Inland Industries Limited, it was announced in Toronto by L. W. Brockington, president of the former company. Gerry Sutherland, BC District manager for Odeon, acted in the negotiations.

Code Appeal Board Set Up By MPAA

Production Code Appeal Board, established by the directors of the Motion Picture Association of America, will be comprised of them, Eric Johnson, president, and a matching number of persons from exhibition and from production outside the MPAA membership. The board will have 20 members.



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News Clips

J. Arthur Rank personally donated £1000 to the Cinematograph Trade Benevolent Fund's Memorial to the late British film pioneer, Ralph Bromhead, and John Davis has urged all Rank executives and managers to support the appeal. The aim is £80,000 for a new wing to the Glebelands rest home and Associated British Cinemas will provide £2,500 and Associated British Pictures Corporation 500 guineas. The Fund corresponds to the Canadian Picture Pioneer's Trust Fund, which says O. R. Hanson, its chairman, could use some of the UK type of help.

United Church ministers in Winnipeg will participate in a radio-TV workshop designed to increase the value of church TV programs . . . Composer of the score for MGM's *The Little Hut* was the former Torontonian, Bob Farnon . . . The British Screen and Television Writers Association is asking payment on a royalty basis for its members . . . The Port Coquitlam, BC theatre has closed and so has the one in Calmar, Alberta . . . Charles Doerr replaced the late George Robinson in the projection room of Canada's largest theatre, Toronto's Imperial.

Canadian writer Ted Allan, in Britain, has finished the script for UPA's first feature-length cartoon, *Magoo and the Arabian Nights*. . . Famous Players' *Roxy in Lethbridge* will reopen soon after being renovated . . . RCA, target of a \$150,000,000 monopoly suit by Philco, countered with a denial and a treble-damage suit claiming infringement of patents and asking an accounting. Its action was joined by General Electric and A. T. & T., which companies were also named by Philco.

The Vancouver Province, one of two dailies in that city, has become a morning paper, leaving the evening field to the Sun, with which it will pool production facilities . . . Crawley's has finished a 14-minute color film, *Adventure at Your Doorstep*, which the Manitoba Government will release to boost tourism . . . Regina exhibitors are asking the City Council to end the amusement tax . . . Queen's Birthday honors made Sir Donald Wolfit of the British actor and Ralph Reader, CBE, of the producer.

MGM's 'I Thank A Fool'

Inger Stevens has been signed by Sol C. Siegel to star in the forthcoming MGM production, *I Thank a Fool*.

Valerie French In 'Hard Man'

Valerie French will star opposite Guy Madison in the Romson production for Columbia, *The Hard Man*.

Observanda

CBC AND CNE officials, led by Ivan Brodie and Fergus Mutrie, had many talks about the future use of the new 1,325-seat Ex theatre. CBC was thinking of tying it up from October to July but the CNE, having built it for all-purpose use by different people, was willing to guarantee weekends only. During the two months of discussions the CNE added equipment suggested by the CBC. Mutually satisfactory use couldn't be worked out but both bodies are hopeful of a clearer picture in the near future. Meanwhile the theatre, which will be used for CNE fashion shows, has been booked by Chrysler and other car companies for conventions of dealers . . . *Gossip*: That Chrysler will sponsor a once-a-week TV show in the fall from the Uptown — where the Stratford Players will make their TV bow . . . *The National Film Board* has under consideration some form of screen credit for actors appearing in its TV films. The boys and girls have been unpublicized off the screen and uncredited on . . . *Theme song* for that thick-tongued TV type: *I'm Forever Blowing Bubbles* . . . *Canada's* top comic TV personalities, Wayne & Shuster, may double their show time to one hour next season. Frank Shuster will be holidaying in Hollywood early in July, so Cinema City friends please say hello.



THE RANK Organization has dropped *Tips*, its locally-produced series of screen ads. Jack Ralph, who headed its screen-ad service, may return to the UK . . . The CBC has ended its hour-long series from the Meridian studio, *Explorations*, shelving the one about the history of the Canadian theatre—for now anyway. That reminds me: Whatever became of the film commissioned by the CBC from the NFB, *An Approach to Theatre?* . . . Lorne Greene, now in Mexico working in U-I's *The Mexican Way*, was drafted when he showed up on father-and-son Sunday at J. K. Cooke's ball-yard while Bob Brooks was shooting some stuff for inclusion in the Canadian prints of the Variety Club feature, *The Heart of Show Business*. Lorne put on the Variety apron and joined Claude Alexander, Jim Eastwood, Joe Bermack and others in the program-sellers' scene, then made a pitch over the mike for the Variety Night benefit on June 26 . . . *George Bain*, who turned out such bright stuff from Parliament Hill for the *Globe and Mail*, will become its permanent European correspondent . . . *Gal* who covered the Canadian Film Awards for *The Telegram* has a name that could have belonged to a silent screen star: Mavis Milne . . . *Roma Films* offered Lionel Lester a feature in the scope to end all scopes: Totalscope.

CRAWLEY'S Mountie TV series, which will draw on Alan Phillips' book, *The Living Legend*, and other sources, is due to get going in October. There's a big chunk of Montreal McConnell money in it. Distrib deal is still to be made . . . Will the CBC go ahead with the hard-luck *Radisson* series, now that its pursestrings are in less friendly hands? It ought to, since so much of what it needs for a continuity of production was paid for in the making of the first group . . . Leonid Kipnis won't be at the opening of the Stratford Film Festival, of which he is the director, because of some recent surgery in NY. The second of the two Canadian features Tyrone Guthrie will direct for him will be made outdoors . . . A sheet of paper slipped from Leonard Brockington's fingers during his off-the-cuff comments at the CFA presentations and, as he bent to retrieve it, he broke up the house with: "Pardon me while I pick up my impromptu remarks." He said he was glad to be a guest here and that he was soon to be a guest of "The governors of Her Majesty's jails"—at Oxford in England, where he will be the speaker at their dinner . . . Hans Tiesler, who used to manage Canadian Film Industries for Arthur Gottlieb and is now an Indie producer in NY, was around renewing acquaintances. The popular Hans stopped off on his way to Galt for some shooting . . . *Father Cherrier*, Variety Club chaplain, suffered a heart attack on the links . . . Leslie Allen is now with Houston & Company, brokers.



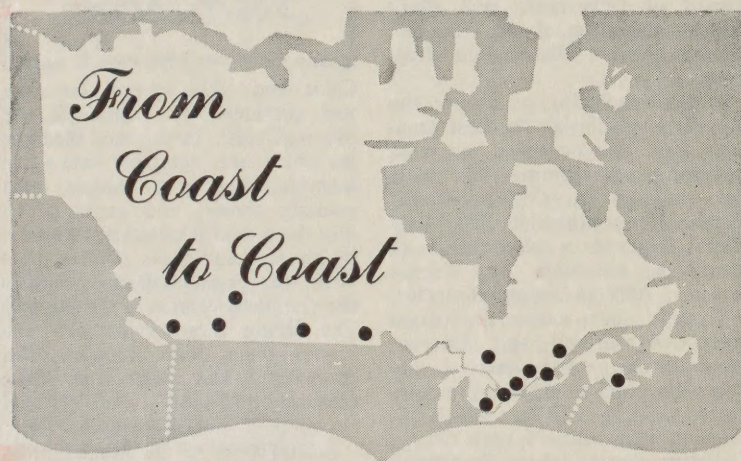
Queen's Rangers

A BAD PENNING always turns up. In my recent story about Tugboat Annie and her creator, one-time Torontonians Norman Reilly Raine, I said that he had enlisted at 18 in the Queen's Own Rifles during WWI and was a reserve officer in it for many years. The QOR, I explained, was descended from Rogers' Rangers. I should have written "Queen's Rangers" as Raine's regiment. A note from this outstanding screenwriter set me right.

Raine went on to say that "our first colonel was, of course, Col. Robert Rogers, (1756-1777) of Rogers' Rangers, and North-West Passage fame. The Regimental subtitle is '1st Americans' — meaning that it was the first Regiment authorized by the British War Office of those days to be recruited entirely among North American colonists to fight the Indians and the French. The Queen's Own Rifles of Canada did not come into being until more than a century later. All this, of course, by the way — but you know what crusty old coots men can be about their Regiments." (Editor's note about the "1st Americans": Its flag, brought to Canada when the Regiment came here after the American Revolution, hangs on the wall facing the first landing of the grand staircase of the Toronto Reference Library.)

The "by the way" is because earlier in his note to me Raine wrote about the memories stirred by my first story, which told about me interviewing him in 1938, following an introduction by Jerry Wald—like Raine, a Warner writer then.

"'Home' for me will always be spelled 'Toronto'; and I cannot tell you how pleased I was when I learned that the series would be produced there," Raine wrote. There is a possibility that he may come to Toronto during the shooting of *Tugboat Annie*.



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Paul Douglas, Alexis Smith, Darren McGavin.
Guest stars, George Jessel, Walter Catlett.
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LONELY MAN

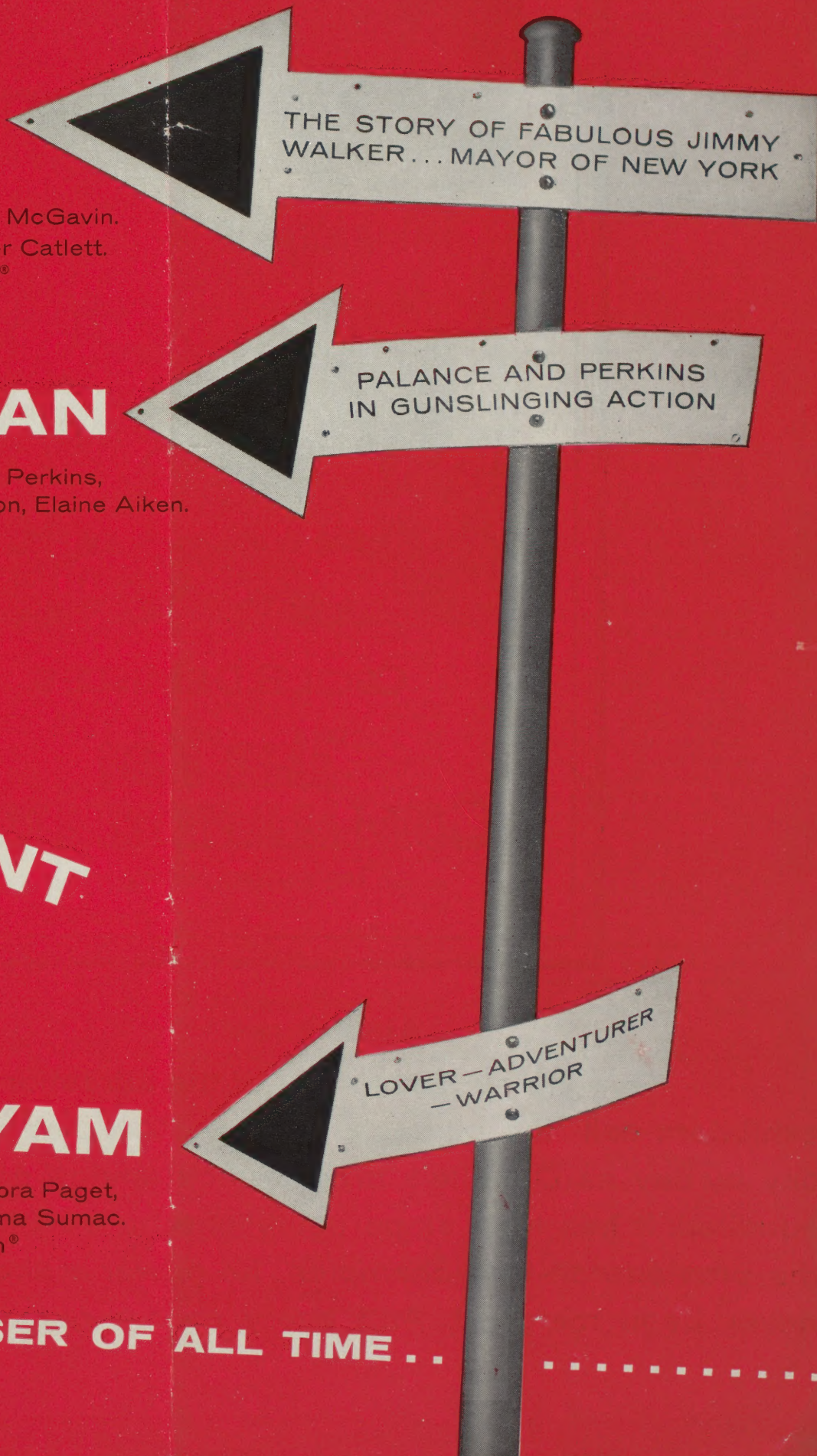
Jack Palance, Anthony Perkins,
Neville Brand, Robert Middleton, Elaine Aiken.
VistaVision®

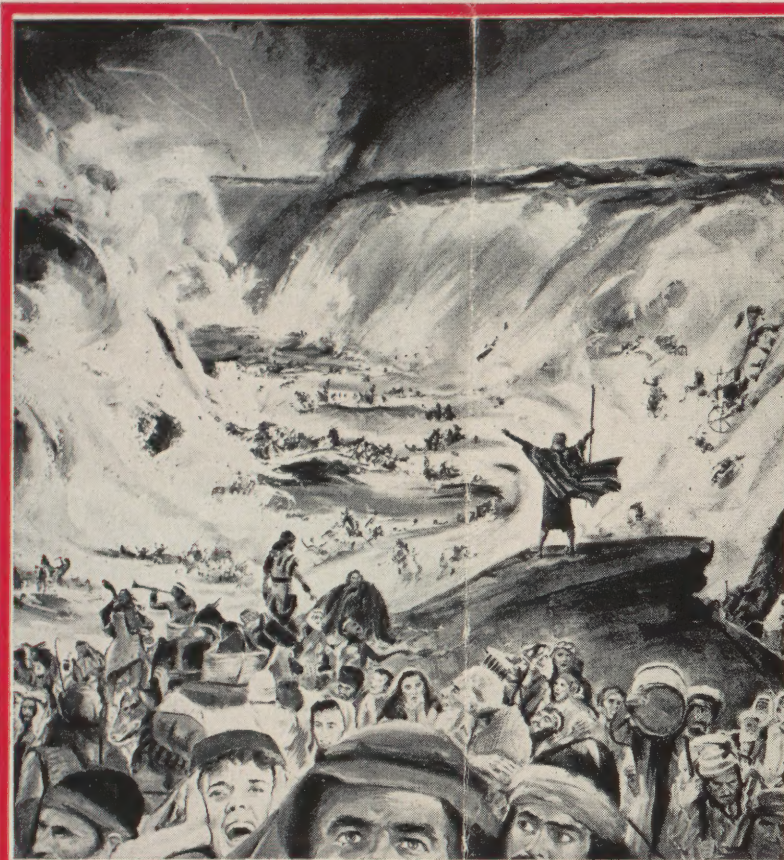
DELINQUENT

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STFD. DIGNITARIES

(Continued from Page 1)

season. Those present will include A. M. Bell president of the Festival's Board of Governors, and Mrs. Bell; Dr. H. A. Showalter, first president of the Festival's Board, and Mrs. Showalter; the Hon. Leslie M. Frost, Premier of Ontario, and Mrs. Frost; the Hon. Dana Porter, Ontario provincial treasurer, and Mrs. Porter; the Hon. Brooke Claxton, president of the Canada Council, and Mrs. Claxton; Sir Saville Garner, the High Commissioner for the United Kingdom in Canada, and Lady Garner; J. W. Monteith, MP, and Mrs. Monteith; J. Fred Edwards, MPP, and Mrs. Edwards; Mayor Fred Cox and Mrs. Cox; Sir Fordham Flower, chairman, Board of Governors, Shakespeare Memorial Theatre, Stratford-upon-Avon, and Lady Flower; Joseph Verner Reed, president, American Shakespeare Theatre, Stratford, Connecticut; Hans Buscher, chairman, Festival Theatre Building Committee, and Mrs. Buscher; R. C. Fairfield, architect of the Festival Theatre, and Mrs. Fairfield; J. R. Mills, vice-president, Foundation Companies of Canada, and Mrs. Mills; M. C. G. Meighen, national chairman, Stratford Permanent Theatre Fund Campaign, and Mrs. Meighen; and other Festival governors, officials and artistic personnel, including members of the acting company.

The dedication ceremony will begin at 2.30 p.m. and will be open to the public.

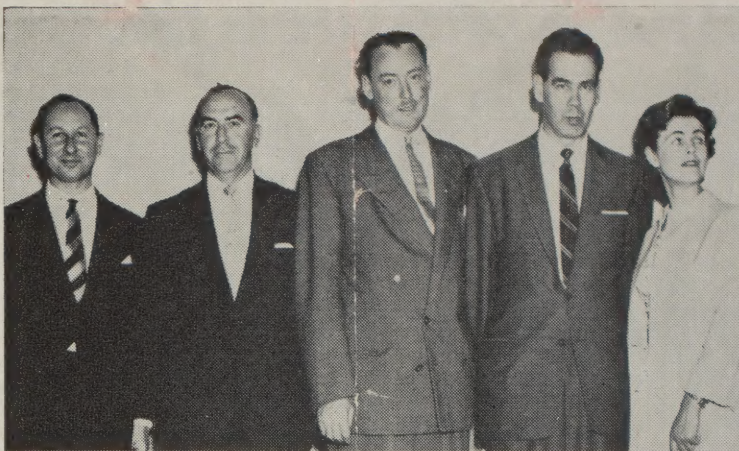
The ceremony will be in five consecutive sections. The introductory portion will be conducted by the Venerable Archdeacon F. Gwynne Lightbourn of Stratford, a member of the Board of Governors of the Festival, who conducted the first dedication service in the theatre-temple.

This will be followed by three separate acts of dedication. The general dedication will be performed by the Right Rev. Archibald D. MacKinnon of Little Narrows, Nova Scotia, recently elected Moderator of the General Assembly of the Presbyterian Church in Canada, and by the Most Rev. Walter F. Barfoot of Winnipeg, Archbishop of Rupert's Land and Primate of the Anglican Church of Canada.

The Jewish dedication will be conducted by Dr. Solomon Frank, rabbi of the Spanish and Portuguese Synagogue in Montreal, which is the oldest synagogue in Canada and one of the continent's oldest.

The Most Rev. John C. Cody, Bishop of London, will officiate in the Roman Catholic dedication.

Following the three acts of dedication, brief addresses will be delivered by Mr. Frost and by the Right Rev. James S. Thomson, moderator of the General Council of the United Church of Canada, a former President of the University of Saskatchewan.



JARO's Merry Medico; Variety's Pre-Ball Luncheon

Rank Organization executives mingled with press people at a cocktail party for Dr. Richard Gordon and Mrs. Gordon, on the extreme right and left respectively, who were in Toronto for the North American premiere of *Doctor at Large*, which opened with a five-theatre day-and-date run for a week and will be in the Hyland indefinitely after that. Between Dr. and Mrs. Gordon, from left to right, are Frank Vaughan, general manager of Rank Film Distributors of Canada Limited; Steve McManus, Odeon Theatres' Ontario District manager; and Frank Scott, aide to Vaughan.

The bottom photo was taken at one of the most enjoyable luncheons of press, sports and Show Business folk in a long time. The occasion was the annual pre-baseball gathering of the friends of the Variety Club. In the back row, seated at the head table, are Bob McGill, national director of variety entertainment for the CBC; Spencer (Spiff) Evans, publicity director for the Maple Leaf Gardens; Rudy Schaefer, business manager of the Toronto Maple Leaf Baseball Club; and Len Starnier, assistant national director of variety entertainment for the CBC. In the front row Phil Stone of CHUM, who introduced the guests, is shown with several students from Variety Village. Chief Barker Nat Taylor was the chairman and one of the guests was Dixie Walker, manager of the Leafs, which play Columbus Jets for the benefit of Variety Village through the kindness of Jack Kent Cooke, club president.

NBC To Set Up New Canadian Subsidiary

A wholly-owned Canadian subsidiary, NBC International Limited, will be set up in Montreal in July by the National Broadcasting Company to conduct all station management services, station investments and program sales for TV all over the world outside Canada and the USA.

Decision to locate in Canada, it was stated by Robert W. Sarnoff, president, who made the announcement last week in New York, was because of the stability of the Canadian currency and the geographical closeness of the French metropolis to NBC's NY headquarters. Offices in two other countries are being planned.

The new company will not handle any network business in Canada itself because NBC already has affiliates here, he said.

'Reminiscences Of A Cowboy'

Brian Donlevy will star with Glenn Ford, Jack Lemmon and Anna Kashfi in Columbia's *Reminiscences of a Cowboy*.

European Nato Press, TV Reps Visit NFB

Eighteen representatives of news, radio and television agencies in the NATO countries of Europe were guests of the National Film Board in Montreal on June 18.

During their visit to NFB's building they saw *A Chairy Tale*, latest film to be produced by Norman McLaren, and *Introducing Canada*, especially made for a series of motion pictures created to make people better acquainted with the countries in the North Atlantic Treaty Organization.

The Montreal visit closed a three-week tour of Canada under NATO auspices.

Review

THE WAYWARD BUS

(From The Film Daily, NY)

with Jayne Mansfield, Dan Dailey and Joan Collins.

20th Century-Fox (CinemaScope) 89 Mins.

EXCEPTIONALLY STRONG AND PROVOCATIVE ADVENTURE DRAMA. HAS SOLID BOXOFFICE VALUES.

A lot of strong drama and fateful circumstance are crowded into *The Wayward Bus*. This Charles Brackett production comes to the screen with several solid commercial points, among them being the noted John Steinbeck novel on which it is based. An exceptional roster of characters are portrayed by a very good boxoffice cast that includes Jayne Mansfield, Dan Dailey, Joan Collins and Rick Jason.

The bus of the title is a beat-up old machine that has a 50-mile run in the California Sierras. Jason is operator of the bus and husband of Miss Collins who runs a wayside lunchroom at the little bus stop.

As the group of people boards the bus for the trip, the spotlight is focused on their lives, troubles, hopes and adventures. Against the drama of their lives is played the more immediate drama of the bus run. Striking storms have left the highway in a perilous condition.

A violent rock slide, caught in vivid camerawork by Charles G. Clarke, almost spells doom to the bus, but it goes on to face further risks.

On the plane of human relations other strongly emotional things happen in the Ivan Moffat screenplay. Jason is leaving his alcohol-addicted wife; Dailey, the traveling salesman and practical joker, is rapidly falling in love with his fellow passenger, Miss Mansfield. Betty Lou Keim, a movie-beglamored youngster, is leaving her lunchroom job to pursue a more romantic career, while young Dee Pollock pursues her.

Here and there the story turns up a stock situation, but generally it is a compelling one. Much to the credit of the story structure and the skill of director Victor Vicas, the many narrative threads are developed clearly and tantalizingly.

CAST: Joan Collins, Jayne Mansfield, Dan Dailey, Rick Jason, Betty Lou Keim, Dolores Michaels, Larry Keating, Robert Bray.

CREDITS: Produced by Charles Brackett; Directed by Victor Vicas; Screenplay by Ivan Moffat; Based on the novel by John Steinbeck; Director of photography, Charles G. Clarke.

DIRECTION: Adroit.

PHOTOGRAPHY: Excellent.

Alan Ladd In 'The Chiselers'

Euterpe Productions has signed Alan Ladd to star in the Columbia production, *The Chiselers*, to start work in November.

Esther Williams in U-I Film

Esther Williams will star opposite Jeff Chandler in U-I's *Raw Wind in Eden*, to be shot partially in Italy.

"...better than its predecessors..."

Clyde Gilmour - Toronto Telegram



YOU'RE ABSOLUTELY
RIGHT, CLYDE
AND THE BOX-OFFICE
PROVES IT!
BUT A GREAT FILM
DESERVES FINANCIAL
REWARD, . . .
THAT'S JUSTICE!

Smash openings in Toronto* and
Vancouver shows nationwide
acclaim for

"OPERATION LAUGHING BOX-OFFICE"

* Despite record heat-wave

A RANK
ORGANIZATION
PRESENTATION



Doctor at Large

IN VISTAVISION AND EASTMANCOLOR

DIRK BOGARDE
MURIEL PAVLOW • DONALD SINDEN
JAMES ROBERTSON JUSTICE

FROM THE NEW NOVEL BY RICHARD GORDON, FAMED FOR
HIS "DOCTOR IN THE HOUSE" AND "DOCTOR AT SEA."



THERE'S
NOTHING
COMPLICATED
ABOUT
"DOCTOR
AT LARGE"...
IT'S SIMPLY
A TONIC
FOR YOUR
FUNNY BONE!

RANK FILM DISTRIBUTORS OF CANADA, LTD.